
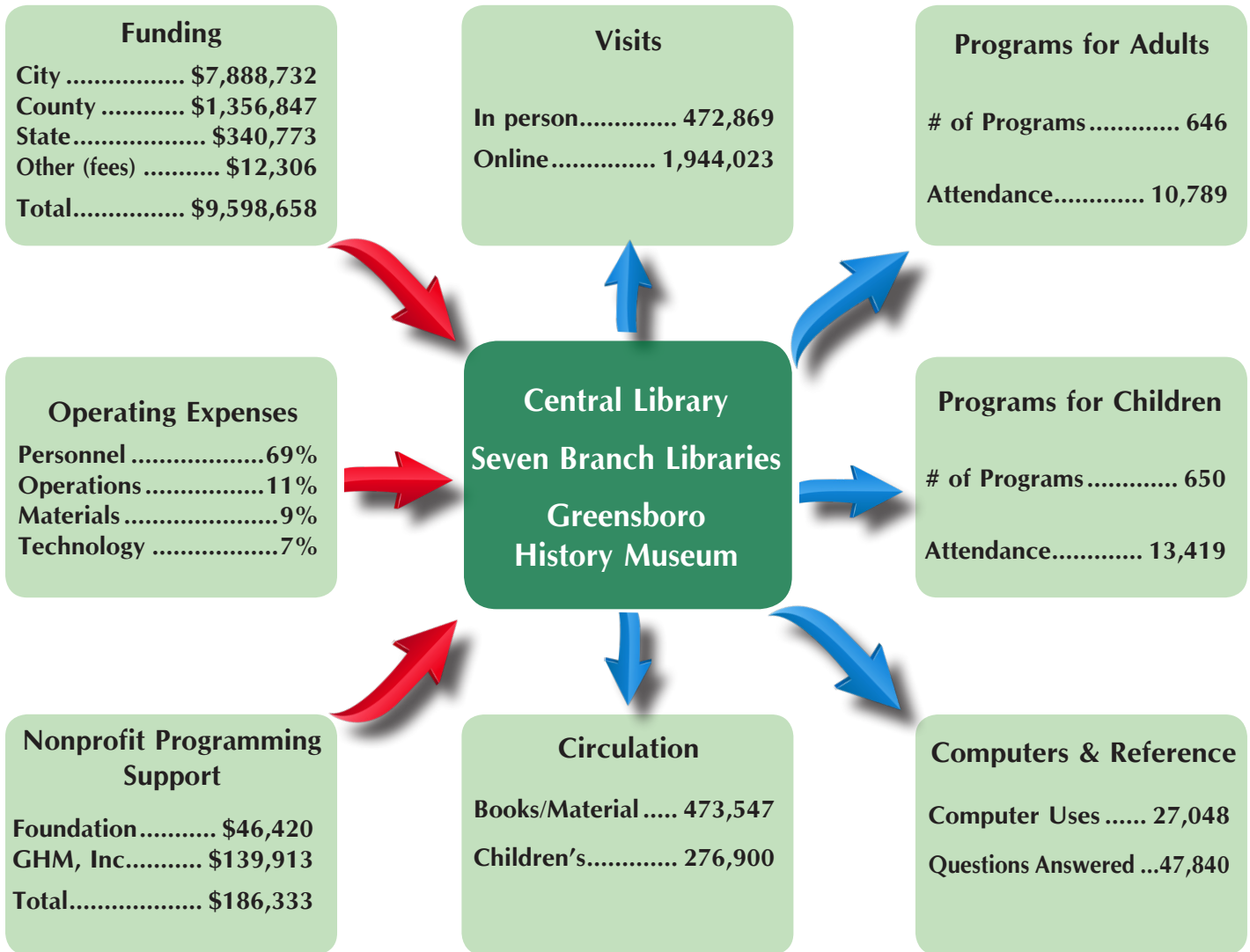


# ANNUAL REPORT 2020-2021



**Conduit to Destiny®**  
 **Greensboro  
Public Library**

## Funding • Expenses • Results



## What is the Greensboro Public Library Worth to the Community?

Most of our customers will tell you it's "priceless." But if you want to know what the community gets in return for every dollar of funding, the short answer is \$3.74. That is the return on investment for every dollar spent by the Library. To arrive at that figure we used a Return On Investment calculator provided by the Massachusetts Library Association. The process takes into account an approximate retail value for the primary services and resources used by our customers. Categories included books, CDs, DVDs and other materials borrowed; number of hours of computer use; number of online tutoring sessions; attendance at adult and children's programs; questions answered and a few other categories. **The bottom line is that for every \$1 spent on Library resources and services, the community realizes a return of \$3.74.**



# Director's Message

Greetings from your Library,

As the pandemic continued to shape our world during the past fiscal year, Library staff worked diligently to re-align services to meet our customers' needs. We have also taken steps to improve access and remove barriers for lower income customers.

In August, 2020 the Board of Trustees approved a change in policy to eliminate fines for overdue books and materials. The American Library Association has determined that the use of fines does not promote responsibility for returning items on time. Instead, we find that the fear of fines makes it less likely that people of limited income will use library services in the first place. Our goal is to remove unnecessary barriers and resolve historical inequities that impact our most vulnerable customers.

In all areas of service we continue to provide story times, book clubs, craft workshops, author events, teen meet-ups and so much more. During this time period we have re-introduced in-person events as we continue to serve customers with online programming as well.

Making an impact on the local economy, we continue to provide innovative resources and programs for job seekers, small business owners and entrepreneurs, many of whom are still recovering from the effects of the pandemic. Changing careers or thinking of starting a new venture? The Greensboro Public library should be your first stop.

As an integral part of the Libraries Department, the Greensboro History Museum continues to shine a light on important events in the community. Their *Pieces of Now* project won multiple awards for collecting and displaying symbols of the social justice protests of summer 2020. Museum staff worked closely with members of the community, particularly artists, in a collaborative effort to document history as it happened.

The Greensboro Public Library remains a place where everyone, regardless of age, income, education, or ethnicity, can pursue their dreams of a better future. As a primary source of information, learning and entertainment we like to think of it as a Conduit to Destiny®.

Brigitte H. Blanton  
Library Director



# Mission

*In partnership with the community, the Greensboro Public Library strives to provide free and equal access to information, foster lifelong learning, and inspire the joys of reading.*



## Library Leadership Team

Brigitte H. Blanton, Library Director

Jennifer Patterson, Deputy Director

Carol Ghiorso Hart, Greensboro History Museum Director

## 2020-2021 Library Board of Trustees

Timothy C. Hanlin, Chair • Michael Pearson, Vice Chair

James Bennett • Monique Bynum • Carolyn Clifton

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Gayle Hicks Fripp, President, Greensboro History Museum, Inc.

Felita Donnell, Guilford County Commissioners Liaison

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**www.GreensboroLibrary.org**